

HOW TO BUILD YOUR TEAM

EVERYTHING IS MORE FUN WITH FRIENDS; FUNDRAISING IS NO DIFFERENT

1. Pick a cause you care about! Pick one of our programs or start your own team!
2. Start or join a campaign on [Crowdrise](#)
3. Set a realistic Goal. It's better to have an achievable goal and go over than to have something that is out of reach.
4. Identify 3-5 people who share your passion for this project/cause
 - a. Tell them why you care - this, more than anything, will move people to give and help.
 - b. Tell them where funds will go if they help you fundraise (YOU decide, if it's your project, if you want Luke Lights or Chargers, or a mix. Do note that you'll need to cover shipping, customs and duties for your projects. UTL will cover these for our core projects).
 - i. \$10 = 1 Luke Light
 - ii. \$30 = 1 Solar Charger
 - c. Tell them how they can help
 - i. Join your team
 - ii. Donate
 - iii. Solicit other Team Members
 - iv. Share on Social Media
5. Celebrate successes -- When someone gets their first donation or a significant donation, let them know you saw it! Both the giver and the team member will appreciate that their efforts are being recognized. Send an email, post to social media, send a text! Whatever works for you.
6. Give Thanks - Thank your Team Members
 - a. When they join the team
 - b. For a significant donation
 - c. At the end of the Challenge